Port Program Committee Meeting Minutes

June 20, 1011 **NEXT MEETING: July 8 3:30PM**

In attendance: Erin, Susan, Jenny, Krystal, Jonathan, Sarah, Barbara, Marelda, Jeff, Elysa

We started by revisiting the programs that were not chosen.

Partners at the port, collaborative work with activists, and a quest-style game were some of the programs that were not chosen.

Partners at port: A local community group from Mystic has come together to organize special events during the week of October 29- November 6, 2011 in honor of the 70th anniversary of CWM’s Mystic arrival. The events will include restaurant deals (at price points such as $19.41), shopping events, nightly concerts, art and photography exhibits from 1941 as well as corresponding events at the Mystic Seaport such as ferry rides and a reading of George White’s *Prince of Whales* by Brian Dennehy and Jane Alexander. **Erin will work with Dana Green to create a template from this week to use when creating partner deals in ports that are visited on the 38th voyage.**

Collaborative work with activists: Mystic Seaport does not want hostility from these groups- instead the museum wants activists to understand that a goal of the 38th voyage is to highlight changing perceptions of whales. At the very least Mystic Seaport should reach out to activist groups (by phone) to gain their input on the voyage and restoration. The museum should also be open to connect activist’s views into the exhibit. Krystal explained that this could be an opportunity for activist groups to get good press. She also mentioned that this unlikely paring between museum and activist group might be an edgy partnership that the media enjoys covering. **Susan or Erin will mention this to Dan McFadden to incorporate in the Mystic Seaport’s communications plan.**

Quest-style game: Many people did not vote for this idea because they did not feel Mystic Seaport has the internal horsepower or finances to create a game that will be at a level younger audiences expect and desire. There are many attractive elements to creating a game along the lines of “Where in the World is Carmen San Diego” and “The Oregon Trail” which attracts younger audiences, drives people here, and encourages pre-and-post engagement. However, the museum may need to interest a gaming company and license it well instead of creating it on our own. Sarah suggested that we put this idea on hold temporarily as she will be talking with a web design company for the Online Learning Community and can bring the topic to their attention for advice.

The remaining programs were then divided into topics. Individuals were assigned to a topic and asked to create a timeline before next meeting. Susan suggested working backward when creating the timeline. Here is a list of other things to consider when creating the timeline:

- When do we need the program?

- When do we need the materials for the program?

- When do certain tasks need to be completed?

- What are the key milestones or deadlines?

- Funding (optional at this point- it will become evident by doing this)

The programs have been categorized. (Please let me know if I need to make any changes)

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| **CONTRIBUTORY/ARTS:**  Contributory art project  Wish for the whales  Collaborative writing project  Susan | **PERFORMANCE ARTS:**  Hosting performing arts groups  Night time events/classes  Hosted discussion groups  Flash mobs  Lisa, Tom | **EDUCATIONAL:**  38 Ports/ 38 Classrooms  Quest-style experience  Flat Stanley-Morgan/Rat Stanley  Sarah, Krystal |
| **DIGITAL/WEB:**  Twitter (rat character)  Facebook  QR codes  \*Wish for the Whales  Podcast interviews  \*Website  Krystal | **PORT CITY LOCAL ACTIVITIES:**  Scavenger hunt/ Geocache  Leave Behind & Take Away Activities  Ballast  Barbara | **MARKETING:**  Partner at the Port  Create Partner Deals  Flotilla  Lights out & Lanterns  Erin, Dana G.  CWM Memberships (Cheryl) |
| **DOCKSIDE EXHIBITS:**  Dressing the ship  Accessible dockside exhibit  Tactile dockside exhibit  Whale representation (inflatable/sculpture)  Elysa, Jonathan, Jeff | **PRODUCT:**  Merchandise  Passport/ Collectibles  Morgan Photo Opps.  Mary Anne  Book series (Lisa) | **OTHER:**  Month on the Morgan “Stow Away”/ Artist on Board  Jenny |
| **COMMUNICATIONS:**  Collaborative work with activists  Webcam  Website  (add communication plan)  Kati, Dan M. | **SCIENCE STUDIES:**  Undergraduate Marine Biology Studies  Jim | **SHIPYARD:**  Whaleboat races  Line Tosses  Shannon, Dana H. |

Other program ideas were discussed. (and have been added to the chart)

Lisa suggested creating a series of 3 or 4 books for young adults.

Elysa explained a program idea focused on helping people to grasp the true size of a whale. She envisions a sculptural way of creating whale ribs. These ribs would serve as a place to queue up the line for entering the ship and would be portable. Krystal mentioned that it would be great if there was some way to also create a body for the whale around the ribs. Jeff mentioned an inflatable whale that had been used at a museum in the past as an idea. Barbara suggested building the whale ribs out of clear plastic tubes and inserting the “Wishes for the Whales” into the tubes. Barbara also suggested that it might be neat to wrap the wishes around the structure.

Susan also mentioned that a group has been formed to think about ways to “Tweet” during the Moby Dick marathon. Kati, Mary K, Krystal, Susan and several interns will be working on this. Contact Susan if you are also interested.